



August 22, 2002

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9-16-02 Ch

M. Fadok, Examiner
Commissioner for Patents
USPTO
Washington, DC 20231

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SEP 11 2002
GROUP 3600

Transmittal of Formal Drawings

Mary Lou Floyd
Customer no. 28227
Title of Application: ShopByBrands
App. No. 09681629
Date filed: 05/13/2001

Please add the enclosed Microsoft PowerPoint (6 full page slides and 13 pages of a presentation) pages to my application. These were recently prepared to help visualize my proposal for potential funders. They should also serve to assist with my patent application. Thank you.

Mary Lou Floyd

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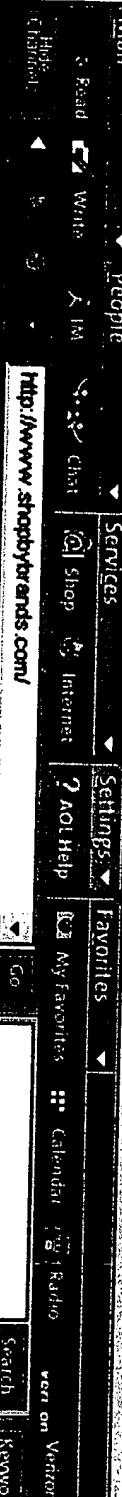
SEP 11 2002

GROUP 3600



America Online powered by Verizon DSL - [Shop By Brands]

File Edit Print Window Sign Off Help



<http://www.shopbybrands.com/>



Keyword



Shop By Brands

The only way to shop on and offline

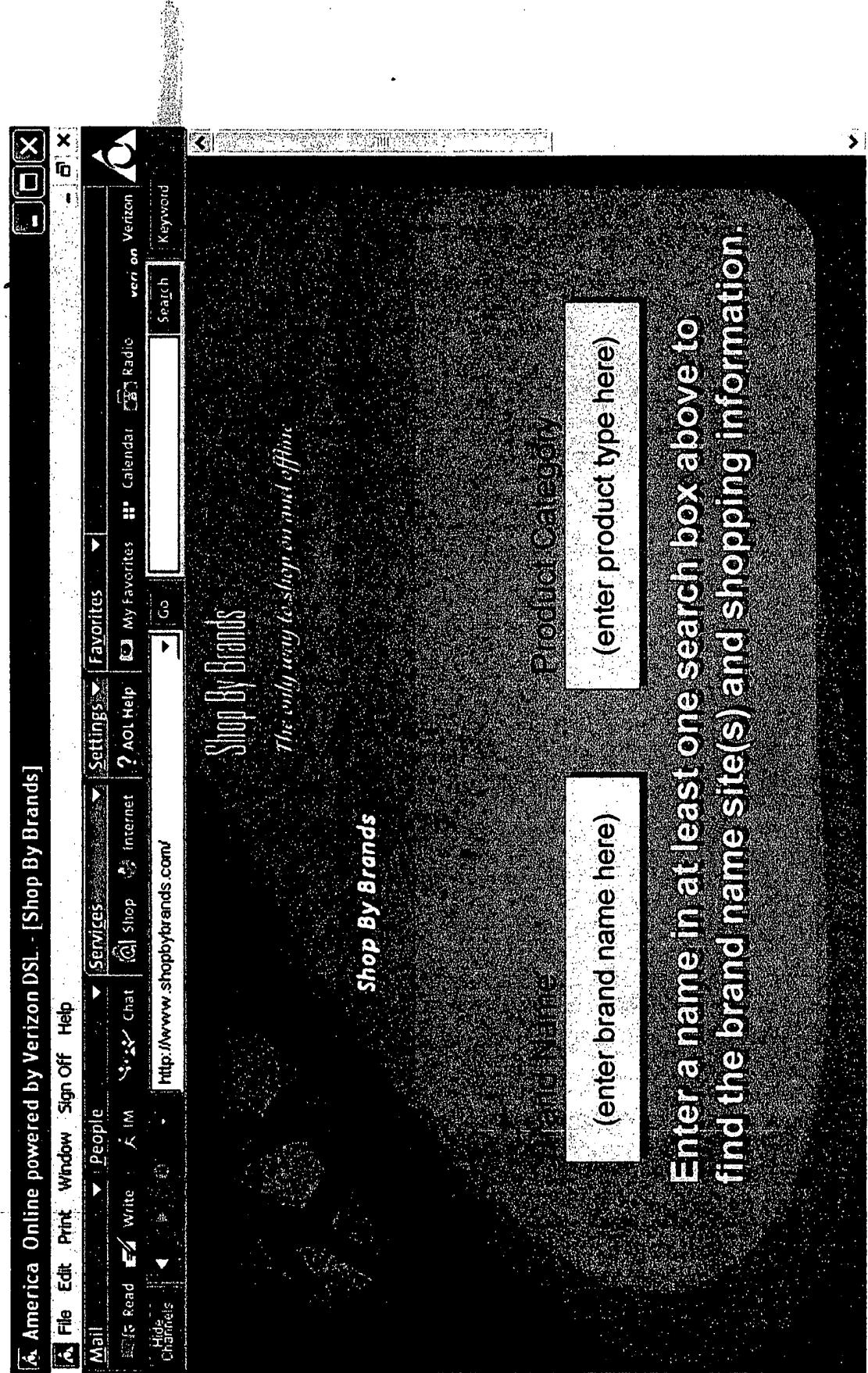
Shop By Brands

www.ShopByBrands.com is designed to be the faster and more satisfying way for consumers to shop both on and offline. Consumers use an exclusive brand name search engine that delivers them right to a company's URL link and more. Consumers are also delivered directly into a company's shopping environment; no unnecessary homepages, guessing which link to click on next or the need to access difficult site maps.

www.ShopByBrands.com will give brand name companies more control over their experiential branding on the web. It will allow them to more successfully satisfy their online customers by facilitating online transactions and leads and in store sales.

This application and online model is currently patent pending and is seeking funders to continue and complete its online introduction. For more information, please contact Mary Lou Floyd at marylfloyd@aol.com. Thank you for your interest.





Enter a name in at least one search box above to find the brand name site(s) and shopping information.

(enter product type here)

(enter brand name here)

America Online powered by Verizon DSL • [Shop By Brands]



Shop By Brands

The only way to shop on and offline.

Shop By Brands

harman

luggage

Enter a name in at least one search box above to find the brand name site(s) and shopping information.

America Online powered by Verizon DSL - [Shop By Brands]

File Edit Print Window Sign Off Help

Mail

People

Services

Settings

Favorites

Logout

Read Write IM Chat

Shop Internet AOL Help

My Favorites Calendar Radio

Verizon Keyword

Hide Channels

<http://www.shopbybrands.com>

Go

Search

www.Harmann.com

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America Online powered by Verizon DSL - [Shop By Brands]



File Edit Print Window Sign Off Help
Mail People Services Settings Favorites
Read Write IM Chat Shop Internet AOL Help My Favorites Calendar Radio
Hot Channels

<http://www.shopbybrands.com/>

Go

Search Keyword

www.harimann.com

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America Online powered by Verizon DSL [Shop By Brands]



File Edit Print Window Sign Off Help

People

Services

Favorites

Setting AOL Help My Favorites Calendar Radio

version

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Search

Go

http://www.shopbybrands.com

Mail
Read Write
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Shop Internet
AOL Help
My Favorites
Calendar Radio
version
Verizon
Keyboard

Hide Channels

15% off
Introductory Offer
The new lighter weight
High Speed
Hedgehog collection

www.harmann.com

Harmann products
products are built better.

www.harmann.com

Print

Coupons

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www.ShopByBrands.com

Creative Development and Proposal
By
Mary Lou Floyd

ShopByBrands is...

...a new and faster way to initiate a more satisfying online shopping experience. www.ShopByBrands.com is an e-selling destination on the web that:

- 1) consolidates virtually all brand name companies onto one site, greatly simplifying the searching and locating of brand name web sites and**

- 2) provides an enhanced marketing environment, allowing consumers to skip corporate homepages and site maps and get right to the shopping information they're looking for.**

Why ShopByBrands?

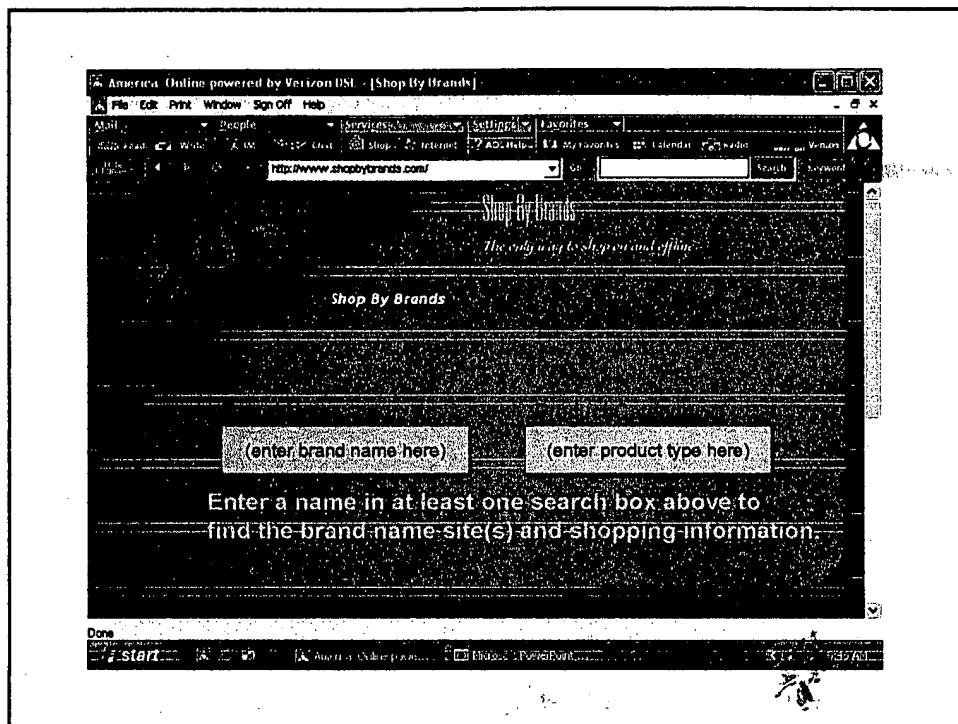
BECAUSE...

- ① consumers have more impactful brand experiences on the web, they need to be provided a more efficient way to locate brand web sites
- ② consumers begin their online shopping by searching for brands on search engines, they need help in recalling brand names and then sorting through search results
- ③ brand names are increasing their use of the web to develop and improve brand loyalty, they need to combine their online and offline marketing efforts



1. Brand Web Sites

- ④ Consumers prefer to shop and buy direct from brand name companies
- ⑤ Consumers feel brand web sites offer convenience, best price and most complete selection of merchandise
- ⑥ As the dot.coms fade, brands are becoming the great differentiator on the web
- ⑦ 81% of consumers rank trust in the brand name as the most influential factor in their online shopping experience
- ⑧ Brand awareness is higher on the web than in a brick and mortar environment
- ⑨ Major U.S. brand companies have an average of 6 web sites



2. Brand Names Search

- Search is offered more often on retail web sites than personalization, chat and comparison shopping
- Consumers search for trustworthy brands even if the prices are higher
- 93% of searches on B2B e-commerce sites failed
- 56% of searches on B2C catalogue sites failed
- Experiential branding on the rise, although not always under the brand's control on the web
- Impatient consumers don't want to search wide for new brands; evoke a set of recalled brands they are already aware of
- Consumers don't really want to search for brands and products; just want to go straight to the site

Search Scenarios

- ① Brands not easy to spell
 - Hartmann or Hartman ?
 - Weber or Webber ?
- ② Brand names not easy to remember
 - Timberland or Timberline ?
- ③ Can't remember all or any brand names



Search Scenarios

- ④ Well known, easy-to-find Brand Name
 - www.att.com
 - www.macys.com
- ⑤ Brands known by more than one name
 - GE or General Electric
 - A/X or Armani Exchange
- ⑥ Brands with the same name
 - Delta (airline or faucet?)
 - Lowes/Loews (hardware or movie theaters?)

1. Well-known easy-to-find brand names

A screenshot of a web browser window titled "America Online powered by Verizon DSL - [Yahoo! Search Results for at&t]". The URL in the address bar is <http://www.aplyconet.com/offers/diyahoo.htm>. The page displays search results for "at&t" with various links and advertisements. At the top, there's an ad for "DebtScape" with the headline "Too Much Debt?". Below the search bar, it says "Your search: at&t" and provides links to "Summary | Categories | Web Sites | Web Pages | News | Research Documents". A section titled "Inside Yahoo! Matches" lists "Mobile Store: shop for AT&T Phones & Plans at Yahoo! Mobile Store Store", "Auctions: over 30 AT&T on Yahoo! Auctions", "Yellow Pages: find an AT&T anywhere in the U.S.", and "Financial Info: AT&T headlines". Another section titled "Category Matches" shows links like "Telecom > AT&T", "Cellular Providers > AT&T Wireless Services", "Cable Operators > AT&T Broadband", and "Network Service Providers > AT&T". A "Sponsor Matches" section includes a link to "Free Phone Plus Free Off-Peak Calling - Free Nokia 5165. No rebate required. Local, ...". The bottom of the page shows a toolbar with icons for Start, Back, Forward, Stop, Home, and Microsoft PowerPoint.

2. Brands known by more than one name

A screenshot of a web browser window titled "America Online powered by Verizon DSL - [Google Search: ge]". The URL in the address bar is <http://www.google.com/search?hl=en&q=ge&oq=ge&tbo=d>. The page displays search results for "ge" with various links and sponsored links. The top of the page features the Google logo and a search bar with the query "ge". Below the search bar, it says "Web Images Groups Directory" and "Searched the web for ge". It shows "Results 1 - 10 of about 1,160,000" and "Search took 0.18 seconds". A "Category" section lists "Business > Industries > Manufacturing > Consumer Products". The main content area includes links for "Show stock quotes for GE (General Electric Company)", "GE Home page - We bring good things to life", "Description: Products and services including consumer appliances and repair, lighting products for home improvement...", "Category: Business > Industries > Manufacturing > Consumer Products", and "GE Fund". To the right, there are "Sponsored Links" for "500,000+ Appliance Parts" and "See your message here...". The bottom of the page shows a toolbar with icons for Start, Back, Forward, Stop, Home, and Microsoft PowerPoint.

3. Brands with the same name

America Online powered by Verizon DSL - [Altavista - Web Results for: delta]

File Edit Print Window Sign Off Help

Mail People Services Search Settings Favorites

Web Write News Chat Shop Internet AOL Help My Account Calendar Radio Verizon

http://ad.doubleclick.net/ad/IN1504.TMP.com/8925532.7; http://www.altavista.com/

Delta Any language Search Advanced

Others searched for: delta airlines • delta force

Put this Tiny Wireless Video Camera ANYWHERE!!!

Products and Services Delta Fountain Pen Showcase - Delta Showcase of fine writing instruments for 54 years. We offer pens from Delta and over 30 manufacturers at discount prices. Extensive inventory of limited edition and vintage pens.

Find Delta Products at ToHome.com Stressed about remodeling your home? Don't spend all day in stores agonizing over what to buy. Shop at ToHome and find bathroom and kitchen products, lighting and home entertainment ideas.

Delta Faucets Lowest, low prices on Delta faucets. Same-business-day shipping. The largest Delta faucet selection. The fastest faucet service.

start Microsoft PowerPoint ... Microsoft Powerpoint 7:01 AM

4. Brands not easy to spell

America Online powered by Verizon DSL - [Search for: "hartman"]

File Edit Print Window Sign Off Help

Mail People Services Search Settings Favorites

Web Write News Chat Shop Internet AOL Help My Account Calendar Radio Verizon

http://search.lycos.com/theblue/default.asp?low=1&loc=ser... http://search.lycos.com/

lycos Advanced Search

hartman Search within these results

PINK NOW ON LYCOS MUSIC

SPONSORED SEARCH LISTINGS MORE

1. Hartman on Sale at Irv's - The Midwest's largest Hartman dealer has amazing discounts, fr...
2. 1-800-Luggage.com - An easy way to buy brand name luggage and cases, at guaranteed low pric...
3. Hartmann Luggage - in Depth - We show (in great depth) Hartmann's best series: The Inten...

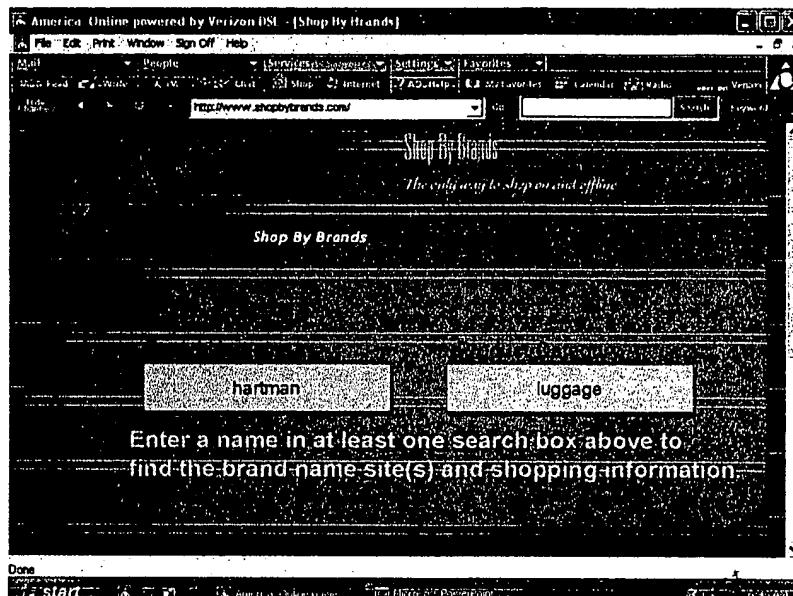
START HERE: Hartmann Luggage

WEB RESULTS (Showing Results 1-10 of 392,503)

1. Hartman Center for Sales, Advertising & Marketing History - Rare Book, Manuscript, and Special Collections Library, Duke University The Hartman Center of the Duke University Libraries is one of the nation's pre-eminent programs for the study of sales,...

http://scriptorum.lib.duke.edu/hartman/ Fast Forward >

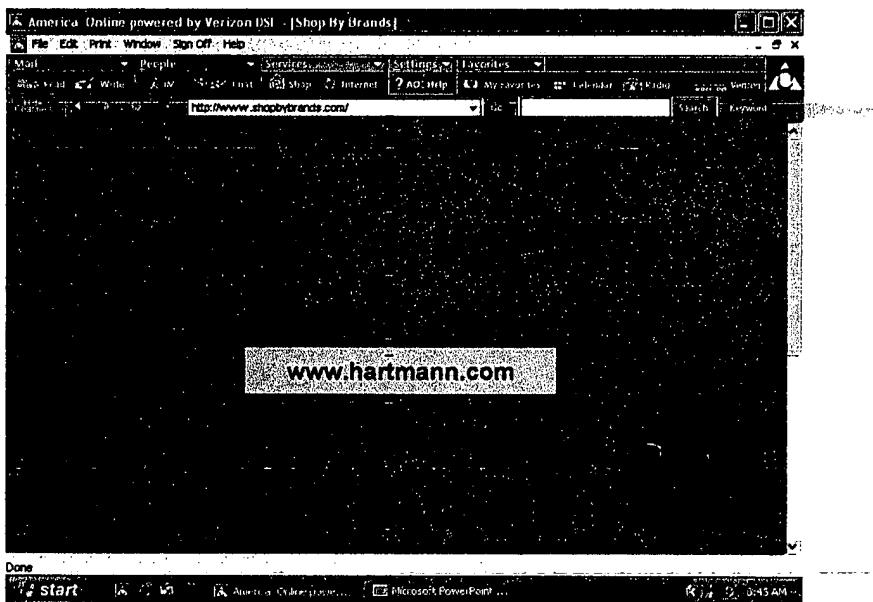
start Microsoft PowerPoint ... Microsoft Powerpoint 11:17 AM

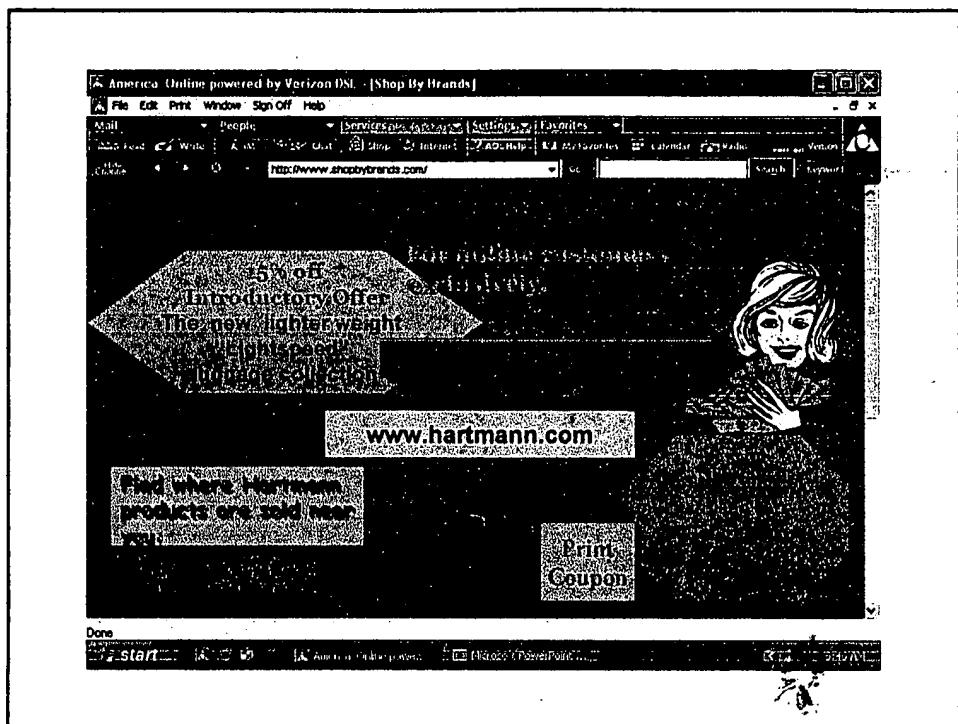


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3. Online/Offline Web Marketing

- **Customers prefer brands with both online and offline components reachable anytime and anywhere**
- **Brand web sites influence in-store purchases**
 - 72% of consumers prefer to browse and comparison shop on web
 - 84% prefer to buy in the traditional manner
- **Flexibility of shopping online and purchasing and fulfillment at brick outlets**



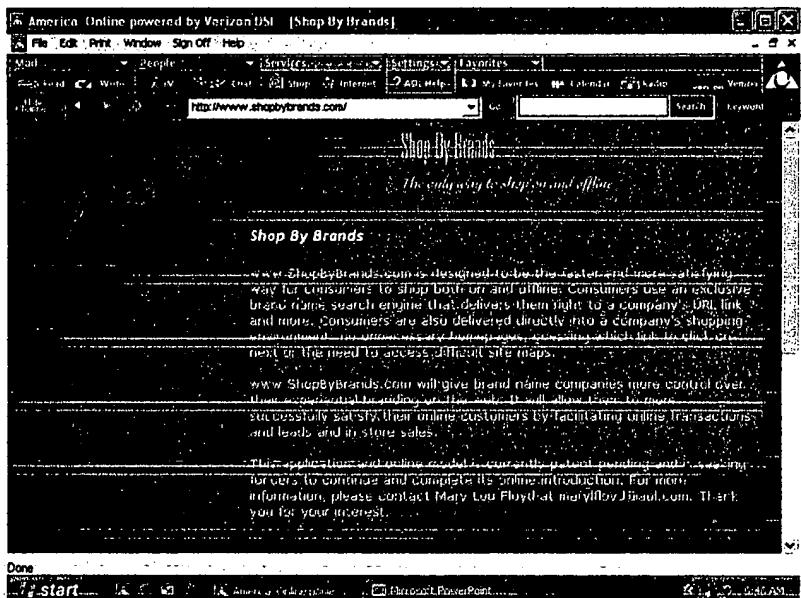


Next Steps...

- 1. With concept proposal, URL and patent, secure VC funding to research and complete business model, build search engine and launch as its own company and web site**
- 2. With proposal, URL, patent, business model and search engine, sell to a community or media web site for its own launch**
- 3. Execute the entire project on staff at a marketing, community or media internet company**
- 4. Partner with friends and peers involved in the industry**

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Back-Up



PAIR Page - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop

Bookmarks [Netscape](http://pair-direct.uspto.gov/cg-bin/find/hisearch.pl) http://pair-direct.uspto.gov/cg-bin/find/hisearch.pl What's Related

Yahoo! Lycos

UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION INFORMATION RETRIEVAL

PAIR FAQ Help Feedback Other Links

PATENT APPLICATION Number: 09/681,629

Proj. Publication Date:	11-14-2002
U.S. Filing Date:	05-13-2001
PCT Filed:	
PCT Number:	
Title of Invention:	Shop by brands internet (online) portal
Inventor Name(s):	Mary Floyd, Union City, NJ
Correspondence Name and Address:	
Assignee Name and Address:	

Start

PAIR Page - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop

Bookmarks [Netscape](http://pair-direct.uspto.gov/cg-bin/cuerun.pl?username=MaryLouFloyd&USERCODE=123&ApplicationNumber=09681629) http://pair-direct.uspto.gov/cg-bin/cuerun.pl?username=MaryLouFloyd&USERCODE=123&ApplicationNumber=09681629 What's Related

Yahoo! Lycos

UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION INFORMATION RETRIEVAL

PAIR FAQ Help Feedback Other Links

Search results for application number: 09/681,629

Application Filing Date:	05-13-2001	Class / Sub Class:	705/026,000
Issue Date of Patent:		Location:	REPOSITORY CENTRAL FILES OVERFLOW
Examiner Name:	FADOK, MARK A.	Status:	Docketed New Case - Ready for Examination
Group Art Unit:	3625	Attorney Docket Number:	
Earliest Publication Date:		Patent Number:	
Latest Publication Date:		Customer Number:	28227
Confirmation Number:	3777		

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Research sources:

- Forrester Research Inc. Technographics Study
- Creative Good Research
- American Express Survey
- Columbia Business School and Wharton School ongoing study
- University of Auckland Study
- ANA Website Benchmarking Survey
- Sears.com data

Forrester Research Inc. Technographics Study

- prefer to shop and buy direct from brand name companies
- want brands with both online and offline components reachable anytime and anywhere
- have more impactful brand experiences on the web
- begin their web shopping by searching for brand names on search engines
- Best price, most complete selection and convenience
- offered more often on retail web sites than personalization, chat and comparison shopping
- 93% of searches on B2B e-commerce sites failed

American Express Survey

- 81% of consumers rank trust in the brand name as the most influential factor in their online shopping experience
- 72% of consumers prefer to browse and comparison shop on web; 84% prefer to buy in the traditional manner

sears.com data

- Brand web site influences in-store purchases
- pick up and return purchases on the web to brick outlets - sears.com data
- As the dot.com era fades to the background, Brands are becoming the great differentiator between web sites today
- Experiential branding is on the rise although it's not always under the brand's control on the web

ANA Website Benchmarking Survey

- Major U.S. brand companies have an average of 6 web sites
- Major increase in use of web to develop and improve brand loyalty

University of Auckland Study

- Brand awareness is higher on the web than in a brick and mortar environment



Columbia Business School and Wharton School ongoing study

- Impatient consumers don't want to bother searching widely for new brands; searching for evoked set of recalled brands they already are aware of
- search for trustworthy brands even if the prices are higher
- don't really want to search for brands and products, just want to go straight to the site

Creative Good Research

- 56% of searches on B2C catalogue sites failed